

To: 1600 - Buffalo Region (BURRELL)
From: Westenberger, R
Posted: 4/3/97 17:30
Opened: 4/9/97 16:44
Subject: NY Private label wholesale presentation

51861 6225

Dear Bill,

Attached is an updated wholesale presentation. I have revised it to include a wholesale S/R incentive program. Some wholesalers in our area are currently giving their S/R's .25 cents per carton for sales of Prime/Private stock. My presentation, currently being sold to division jobbers, actually reduces the wholesale to retail price, while offering jobber S/R's .20 cents per carton to sell our PL brands. (This funding is from the 20 cent enhancement we recently received.)

I'd love to hear your opinion/suggestions on this proposal. Perhaps we can discuss it when you come up next week.

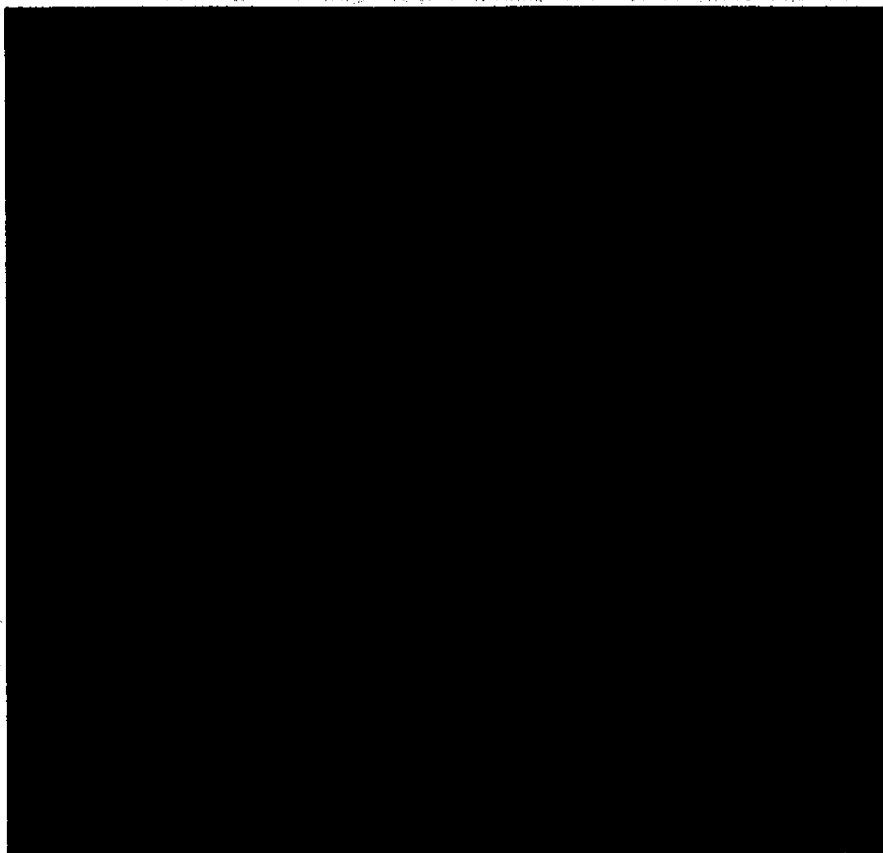
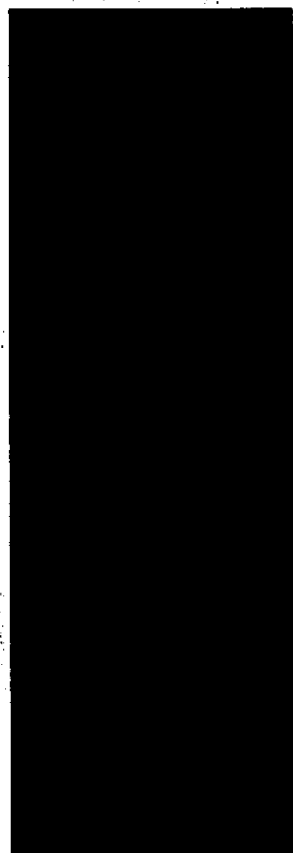
Regards,

Rick

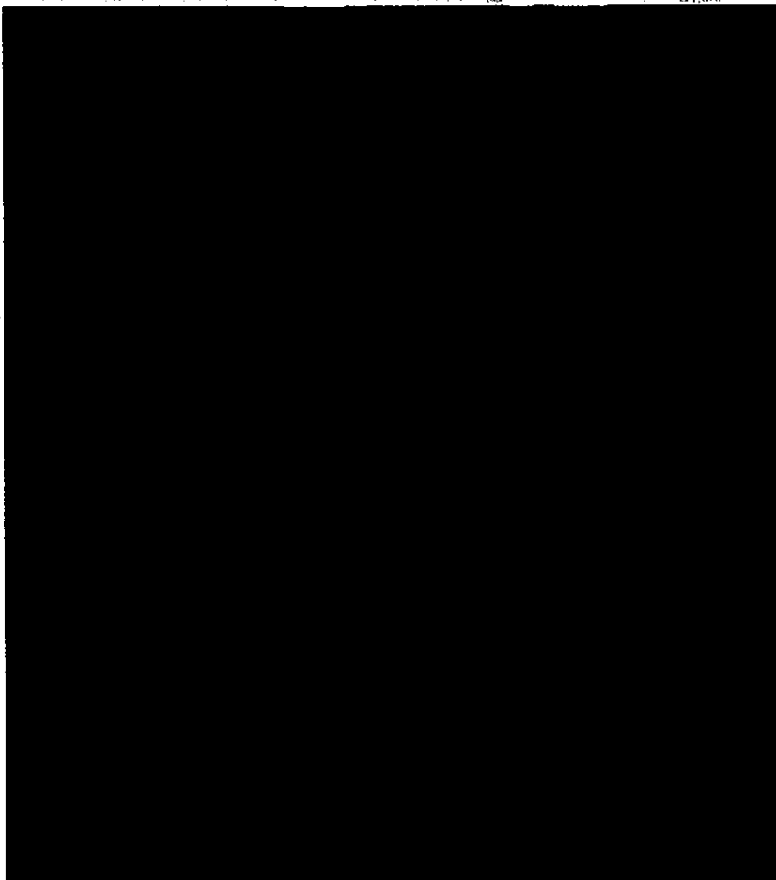
CC: Fray Natale

CC: Natale, Fray

CURRENT PRICING:



SUGGESTED PRICING:



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